

Municipal entity SWOT-analysis conducting technique to assess its investment potential level

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Abstract

© 2018. The adoption of a decision on the region investment development and its municipalities requires a comprehensive review of the factors that contribute to or hamper this development. In this regard, the SWOTanalysis acts as a tool for making managerial decisions on the implementation of the territory investment strategies. The result of the study is the developed SWOT analysis technique to study the external and internal environment of a municipal entity functioning and development in order to assess its investment potential, and a list of the resulting factors for each analysis element was developed in the paper; the indicators included in each factor are chosen, their grouping is carried out.

Keywords

External and internal environment, Investment potential, Municipal entity, Strategic development, SWOT-analysis

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